



**Office of Lt. Governor/  
Department of Culture, Recreation & Tourism  
Funding Agreement Checklist**

**Agency/Program:** Office of Tourism

**Recipient:** French Quarter Festivals, Inc.

- Indicate:**
- Cooperative Endeavor
  - Professional Services Contract
  - Personal Services Contract
  - Consulting Services Contract
  - Social Services Contract
  - Grant: Indicate Specific Program Competitive Grant Program
  - Line Item Appropriation
  - Letter of Agreement

- | Yes                                 | No                       |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet?   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses?   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project?  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance?                           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months?             |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority?                              |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor?         |

**Signatures:**   
Contract Monitor

10/11/12  
Date

  
Appointing Authority

9/24/12  
Date

**STATE OF LOUISIANA  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM  
OFFICE OF TOURISM  
GRANT AGREEMENT**

**Competitive Grant Program  
FY 2012-2013**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and French Quarter Festivals, Inc., 400 N. Peters St., Suite 205, New Orleans, LA 70130, phone: 504.231.4129, email: [grants@fqfi.org](mailto:grants@fqfi.org) (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

**1. Scope of Work**

The goal of the LOT Competitive Grant Program is to fund activities that significantly increase tourism travel to Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

**a. Event Marketing.** In accordance with the LOT's stated goals, the Grantee hereby agrees to market the French Quarter Festival ("Event") scheduled to be held April 12-15, 2013, in New Orleans, LA as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

**b. Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

**c. Event Advertisements.** Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism

logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

**d. LOT as Official Sponsor.** Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines:

- Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the Event to ensure compliance and for economic development purposes.
- Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible.
- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website [www.LouisianaTravel.com](http://www.LouisianaTravel.com).
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase *"Visit LouisianaTravel.com to plan your trip today."*

**e. Changes to Agreement.** If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any expense that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

**f. Communication.** Close communication with the Contract Monitor, Judy Halloran email: [jhalloran@crt.la.gov](mailto:jhalloran@crt.la.gov) ph: 225.342.8121, throughout the term of this Grant Agreement is a requirement and is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more lapse without contact, the State may initiate the process of revoking this Grant.

## 2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of TWO THOUSAND TWO HUNDRED DOLLARS AND 00/00 CENTS (\$2,200.00). Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of this Agreement, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this Agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide the Grantee a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State in accordance with the terms set by the State. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

**a. One Payment.** It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Grant program guidelines.

**b. Original Invoice.** Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by June 12, 2013, and all supporting documentation required to verify that the qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Agreement. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee, up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed

in the Final Report (Exhibit C).

**c. Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report (Exhibit C) of qualifying marketing expenses-actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

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LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only qualifying marketing expenses actually incurred by the Grantee are eligible for the 50% reimbursement.

**d. Act 13 Clause.** Grantee is informed that no funds appropriated under Act 13 of the 2012 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the State unless the Grantee executes this Agreement and submits to the LOT for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

### **3. Responsibility for Payment of Taxes**

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this Agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 72-1046163.

### **4. Term of Grant Agreement**

This Grant Agreement shall begin on September 30, 2012, and shall terminate on July 9, 2013.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing (email is acceptable) before the termination date of the Agreement and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.

**5. Amendments in Writing**

Except as provided in Section 1 (e), any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

**6. Entire Agreement/Order of Precedence Clause**

This Agreement and any exhibits specifically incorporated herein by reference, together with the LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

**7. Termination for Cause**

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payment will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

**8. Termination for Convenience**

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no payment will be issued to the Grantee.

**9. Fiscal Funding Clause**

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

**10. Audit**

It is hereby agreed that in accordance with La R. S. 24:513, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person so designated (La. R.S. 24:513 H (2)(a)).

**11. Liability**

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

**12. Non-assignability**

The Grantee shall not assign any interest in this Agreement and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

**13. Anti-discrimination**

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of

Grantee: French Quarter Festivals, Inc.  
Event: French Quarter Festival  
Grant #616

Grant Amount: \$2,200.00

1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

THUS DONE AND SIGNED AT NEW ORLEANS, Louisiana on the 26 day of SEPTEMBER, 2012.

WITNESSES:

K. K. H. =  
Angelyze Hill

MARCI SCHRAMM  
Marci Schramm, Executive Director  
French Quarter Festivals, Inc.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 24 day of September, 2012.

WITNESSES:

Markene Curcio  
Judy J. Halbova

Department of Culture, Recreation, &  
Tourism

Kyle Edmiston 9/24/12  
Kyle Edmiston, Assistant Secretary  
Office of Tourism

**Exhibit A1**  
**Marketing Plan**  
**French Quarter Festival**

**Event Description** - *Narrative, including background of event.*

French Quarter Festivals, Inc (FQFI) is a non-profit 501(c)(3) corporation established in 1984 whose mission is to promote the French Quarter and the City of New Orleans through high quality special events and activities that showcase the culture and heritage of our unique city, contribute to the economic restoration and well-being of the community, and instill increased pride in the people of New Orleans. In 1983, when the World's Fair street and sidewalk construction made access to the French Quarter virtually impossible, New Orleans Mayor Ernest "Dutch" Morial brought together community and business leaders. Their charge was to present a uniquely New Orleans event that would attract both visitors and locals to the Vieux Carre and subsequently stimulate a healthy business environment. This volunteer committee was responsible for creating the first French Quarter Festival in 1984 as the "New Orleans Pavilion" to the World's Fair. Twenty-nine years later, FQFI's festivals continue to bring locals and tourists alike to the French Quarter.

All of FQFI's music festivals are completely free and open to the public and include extensive educational programming. With assistance from a committed corps of more than 1,200 volunteers from all segments of the community, FQFI produces three major annual events that have a combined projected economic impact in excess of \$416 million, attracting over 570,000 persons annually to the city. These include French Quarter Festival (April), Satchmo SummerFest (August), and Christmas New Orleans Style (December). French Quarter Festival is the biggest free music festival in the South, and Satchmo SummerFest is the only festival in the United States dedicated to Louis Armstrong's life and music. In addition to its enormous economic impact on local tourism, FQFI employs over 1,000 artists and exhibits the diverse cultural landscape of New Orleans and Louisiana to visitors from all over the world. FQFI has a completely open application process for all musicians and food vendors. For more than 20 years, FQFI has contributed approximately \$150,000 toward maintenance and beautification of public areas such as Jackson Square and Woldenberg Riverfront Park. The organization generally pays approximately \$30,000 per year in city sales taxes, depending on the success of individual events.

The financial health of FQFI relies on self-generated sponsorships, event revenue, grants, and fundraising. The FQFI Board of Directors consists of twenty-seven members, including a President, Vice President, Secretary, and Treasurer. The Board of Directors meets once every two months and has very active committee involvement including committees such as marketing, sponsorship, finance, and

entertainment, etc. Board members serve three year terms, with the option to renew for a second term, for a maximum of six years total. Under the supervision of the board, the seven-member staff at FQFI plans and implements all events, coordinates publicity and promotions, generates sponsorships and fundraising resources, and coordinates a committed corps of over 1,200 volunteers. The staff also interacts with the French Quarter community, state and local tourism agencies and public officials, and handles the overall administration of the nonprofit entity.

French Quarter Festivals, Inc. produces three major annual festivals: French Quarter Festival, Satchmo SummerFest, and Christmas New Orleans Style. All three of these festivals are completely free and open to the public. The biggest and most well-known of these three is French Quarter Festival. French Quarter Festival (FQF) is the biggest free music festival in the South, showcasing the music, food, heritage, and culture that make New Orleans and the French Quarter unique.

**Goals and Objectives** - *Specific goals and objectives for event*

FQF services a broad segment of the community by presenting an extremely diverse program of musical entertainment and cuisine to an audience made up of all socio-economic levels, races, ages, and nationalities. In its 30th year, French Quarter Festival 2013 (April 11-15) will include four days of free live music, including 20 different stages located all over the historic French Quarter neighborhood. Musical styles featured are Traditional Jazz, Dixieland, Modern Jazz, Funk, New Orleans R&B, Zydeco, Cajun, Creole, Latin, Blues, Classical, among many others, including Rock and more contemporary styles. Each year French Quarter Festival features over 200 different bands. Notable regular performers include local favorites such as, Pete Fountain, Trombone Shorty, Papa Grows Funk, Kermit Ruffins, Charmaine Neville, Rebirth Brass Band, Ellis Marsalis, and Chubby Carrier, among many others. There are hundreds of other lesser-known acts as well, for whom French Quarter Festival is one of the biggest and most important performances of the year. Also, partnering with over 65 local restaurants, FQF prides itself on being the "World's Largest Jazz Brunch," showcasing Louisiana's diverse culinary heritage, including Soul Food, Cajun, Creole, French, Latin, Caribbean, Italian, Vietnamese, and Chinese specialties. In keeping with FQFI's philosophy that the festival should remain an affordable family event and to encourage visitors to sample the wide array of food offerings, most menu items are priced at or below five dollars. Finally, every year FQF includes creative educational programming for children at the Children's Headquarters featuring partnerships with organizations such as the Audubon Nature Institute, Louisiana Children's Museum, International High School of Louisiana, New Orleans Jazz National Historic Park, and many more. The Children's Headquarters features two stages with performances by local school bands and young brass bands. Overall annual attendance for FQF is typically very high. In 2012 over 570,000 people

attended French Quarter Festival, resulting in a local economic impact of over \$400 million.

**Target Audience(s)** - *Describe target audience for event*

Because French Quarter Festival is completely free for audience members, FQFI relies on sponsorship, merchandise and beverage sales, membership, and grants for funding. Every year dozens of businesses and organizations pay to sponsor stages at French Quarter Festival. In exchange for sponsorship, a stage is named after the business or organization and the business' name and logo are printed in all press releases and brochures. Also, sales of merchandise and beverages to festival-goers are a large part of the revenue raised to fund the festival. Volunteers offer their services by selling beverages (beer, water, soft drinks, etc.), as well as merchandise, such as official posters and t-shirts. Membership is another form of fundraising for FQFI. Depending on the donation level, members receive benefits such as early notification of upcoming announcements, bumper stickers, t-shirts, signed festival posters, one year subscriptions to Offbeat Magazine, invitations to the official "Thank Goodness It's Festival" kickoff party, and much more. Finally, FQFI applies for a wide variety of private and government grants seeking funding to help keep the festival running. In the current fiscal year, FQFI has received grant funds from the City of New Orleans (via the Arts Council of New Orleans), the National Endowment for the Arts, and the Louisiana Office of Tourism.

**Marketing & Promotional Strategies** – *Reasons for marketing in an area or market plus Media Plan A2*

One of the main focuses of French Quarter Festival is education, including a wide range of activities and programs geared toward both children and adults. The fact that New Orleans is a poor city is well-documented. More than 25% of its citizens are below the poverty line. A large portion of these citizens live immediately outside the historic French Quarter. This makes the educational programming of each festival much more important. FQFI encourages parents to bring their children to each festival, where they are free to attend any of the concerts, workshops, or seminars. Every year French Quarter Festivals, Inc. teams up with organizations such as the Audubon Nature Institute, Crimestoppers, Greater New Orleans Writing Project, The Green Project, International School of Louisiana, Louisiana Children's Museum, New Orleans Jazz National Historic Park, and Young Audiences of Louisiana, among others, to educate children at French Quarter Festival's "Children's Headquarters" at the Aquarium of the Americas about issues such as safety, the environment, New Orleans culture and history, and much more. This area features a stage sponsored by the New Orleans National Historic Jazz Park and Tulane Hospital. Several school bands and young brass bands perform on this stage, including the New Orleans Center for Creative Arts' "Red Hot Brass Band" and the "Talented Students

of New Orleans Public Schools (NOPS),” among many others. Also, free swing dancing and second-line dancing lessons for children are provided at this stage by local dance groups such as NOLA Jitterbugs and DancingMan504.

French Quarter Festival provides an almost unmatched level of support to local artists of various mediums in New Orleans. FQFI is the one of the only festival organizations in New Orleans that hires exclusively locals (musicians, staging, sound, vendors, etc.), so virtually every dollar spent to produce our events stays within the local community. Every year over 1,000 local musicians are employed by FQFI and have the chance to perform in front of big crowds and sell their music straight to their fans. Some bands have reported selling over 100 CD's at French Quarter Festival. Furthermore, musicians are often booked for other festivals or events (both locally and abroad) because of their appearance at one of FQFI's festivals. Louisiana is a unique place in America because it has its own music. Most states in the country do not have their own indigenous style of music, yet Louisiana has several. FQFI nurtures these traditions and exhibits them to the world, thereby keeping the musical artists relevant and employed.

**Performance Measures** - *Specific, quantifiable tracking and evaluation measures for event. Describe plan to measure achievement of objectives.*

Visitors to FQFI's festivals are across the board in terms of demographics. People of all ages, races, nationalities, and socio-economic backgrounds attend every year. The fact that all of the festivals are free creates an extremely diverse audience. New Orleans has an extremely high poverty rate, and many of these lower-income people attend the festivals, as well as tourists from around the nation and the rest of world with more expendable incomes. In 2012 French Quarter Festival attracted over 570,000 visitors to the festival, resulting in over \$400 million in economic impact. FQFI works with the New Orleans Tourism Marketing Corporation and the New Orleans Metropolitan Convention & Visitors Bureau to use its festivals as an “added-value” tool for tourism promotions. FQFI also has partnerships with several local media entities including WWL TV and Radio, WWOZ, WWNO, Offbeat Magazine, Nola.com, among many others, to promote French Quarter Festival among locals. The success of these festivals is evaluated with help from the University of New Orleans Hospitality Research Center, which conducts thorough surveys including attendance estimates, demographics, and individual expenditures of attendees. Also, press clippings and media coverage are monitored to evaluate the overall response to the festivals. The goal is for the festival to continue to thrive and attract visitors from all over the world, while also continuing to nurture the musical and culinary heritage of our community.

Grantee: French Quarter Festivals, Inc.  
Event: French Quarter Festival  
Grant #616

Grant Amount: \$2,200.00

**Additional Deliverables** - *Any element of visibility or opportunity for LOT to leverage its support of this project*

By supporting French Quarter Festival, the Louisiana Office of Tourism would be making a significant contribution to not only Louisiana tourism, but also to the cultural heritage of the Louisiana community. FQFI will of course comply with all acknowledgment requirements for sponsorship including the LOT logo in printed materials, verbal acknowledgment at publicity announcements, and access to LOT staff to monitor the economic development aspects of the festival. French Quarter Festival is a long-standing tradition of locals and tourists standing together to enjoy the rich and diverse musical heritage of New Orleans with the scenic backdrop of the historic French Quarter, and any assistance that the Louisiana Office of Tourism can offer to keep this free festival going strong will be greatly appreciated.

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Grantee: French Quarter Festivals, Inc.  
 Event: French Quarter Festival  
 Grant #616

Grant Amount: \$2,200.00

**Exhibit A2**  
**Media Plan**  
**French Quarter Festival**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Projected Cost	LOT 50% Match
<b>Totals:</b>						

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Projected Cost	LOT 50% Match
Destination Network "New Orleans Television"	Gulf Coast	Approx 810/30 sec	Mar/Apr	\$7,400	3,700.00
<b>Totals:</b>				\$7,400.00	\$3,700.00

Grantees Grand Total	\$11,000.00
LOT 50% Match Grand Total	\$5,500.00** (\$2,200.00)

\*\*Payment not to exceed Grant Total of \$2,200.00

Grantee: French Quarter Festivals, Inc.  
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Grant Amount: \$2,200.00

**Exhibit B**  
**Budget French Quarter Festival 2013**

<b>Sources of Revenue</b>	<b>Amounts</b>
Cash on hand	\$ 0
Admission/Ticket Sales (TGIF Kickoff Party)	\$ 72,000
Vendors	\$222,100
Other Earned Income (Itemize)	
Beverage Sales	\$613,000
Merchandise Sales	\$208,406
Tip Jars	\$ 45,000
Community/Foundation Grants	\$ 45,000
Corporate Support	\$ 650,000
Fundraising	\$ 20,000
LOT grant	\$ 2,200
<b>Total Expected Revenue</b>	<b>\$1,877,706</b>

<b>Expense Categories</b>	<b>Amounts</b>
Staff salaries	\$ 350,000
Related benefits	\$ 80,200
Travel	\$ 500
Professional & Contract services	\$ 11,400
Production and Logistics Expenses	\$ 651,463
Printing, etc. (Itemize)	
Promotional Posters	\$ 3,000
Festival Brochure	\$ 19,873
Facility/Site Rentals - Rental of a hall, fairgrounds, etc. (Itemize)	
Jackson Square	\$ 4,000
Audubon Institute (Riverfront)	\$ 21,000
Insurance	\$ 44,000
Artist Fees – entertainment– over 700 local musicians	\$ 160,000
Merchandise	\$ 89,000
Food and Beverage	\$300,050
Licensing Fees (Itemize)	
BMI	\$ 775
SESAC	\$ 300
ASCAP	\$ 545
Acquisitions & major repairs (purchase of entry point signage)	\$ 1,000
Marketing and Advertising (marketing)	\$ 56,100
Other charges (Itemize)	
Festival Special Events	\$ 32,350
Sponsorship Expense	\$ 30,400
Volunteer Expense	\$ 29,850
<b>Total anticipated expenditures</b>	<b>\$1,877,706</b>

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**Exhibit C**  
 Louisiana Office of Tourism Marketing Grant  
 Final Report Form FY 12-13

**SECTION I: Grantee Information**

Name of Event	
Event Date	
Organization	
Grant Amount	
Primary Contact (POC)	
POC - Phone Number	
POC - Email	

**SECTION II: Reimbursable Media; Qualifying Marketing Expenses**

*Reimbursable Items* –All qualifying marketing and advertising must be directed toward areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

**\*\*List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program\*\*.**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT 50% Match
<b>Totals:</b>					\$	\$

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
<b>Totals:</b>				\$	\$

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
<b>Totals:</b>				\$	\$

Grantee: French Quarter Festivals, Inc.  
 Event: French Quarter Festival  
 Grant #616

Grant Amount: \$2,200.00

**Online Placement (Website)**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
<b>Totals:</b>			\$	\$

<b>Grantees Grand Total</b>	<b>\$</b>
<b>LOT 50% Match Grand Total</b>	<b>\$</b>
<b>(LOT Staff Only) LOT Approved Reimbursement Amount</b>	<b>\$</b>

**Section III: Reimbursement Documentation for Proof of Media Purchase**

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
  - Original ad placement tear sheets for print advertisements
  - Broadcast log reports indicating actual broadcast times and dates
  - Screenshots for online banner advertisements
  - Billboard photographs showing content
  - Other - (LOT Contract Monitor will determine if the proof is acceptable.)

**Section IV: Final Report Summary Format**

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event had on tourism in the area and the state, which should include:
  - 1) **Objectives Achieved** - List accomplishments in compliance with the overall goal of impacting tourism.
  - 2) **Measurements of Performance** - include but are not limited to the following: estimated attendance, admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
  - 3) **Economic Impact** - Provide information and/or statistics regarding the Economic Impact on the region (local and state.)
  - 4) **Media Relations** - Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs and programs.
  - 5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.